and the Pharmaceutical Research and Development Committee to strengthen the research and development capability of the pharmaceutical industry in the country. These Committees considered suggestions received from Industry Associations, consumer interest groups, voluntary health organisations, Trade, State Governments experts, stake holders, etc. Based on the recommendations of both these Committees, Government has formulated the Pharmaceutical Policy, 2002. One of the main objectives of this policy is ensuring abundant availability within the country of good quality essential pharmaceuticals of mass consumption at reasonable prices.

**Advertisements relating to liquor**

*219. SHRIMATI SAROJ DUBEY: Will the Minister o INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that advertisements on consumption of liquor are banned in newspapers, other media and TV programmes;

(b) whether Government's attention has been drawn to advertisements of liquor appearing in the garb of soda water, fruit juice etc.; and

(c) if so, the action Government propose to take to stop such TV advertisements and under which provision of law?

THE MINISTER OF INFORMATION AND BROADCAS r C (SHRIMATI SUSHMA SWARAJ): (a) All India Radio and Doordarshan follow the Code for Commercial Advertising while broadcasting/telecasting the advertisements. In accordance with the Code no. advertisement, which relates to or promotes liquor, wines and other intoxicants, is permitted.

The programmes of private channels and foreign satellite channels, when transmitted through cable television networks in the country, are required to adhere to the programmes and advertisement codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and Rules framed thereunder. Rule 7(2)(viii)(A) does not permit any advertisement which promotes

directly or indirectly production, sale or consumption of wine, alcohol, liquor or other intoxicants.

In sanctioning the films for public exhibition, the Central Board of Film Certification (CBFC) is guided by the principles laid down by it and the objectives set by it. In pursuance of these objectives, CBFC ensures that the scenes which have the effect of justifying or glorifying drinking are not shown in the films, including advertisement films.

The Press Council of India (PCI), an autonomous statutory body set up to preserve the freedom of the press and improve the standards of Newspapers and News agencies in India, has recommended to the Central Government to take a definite stand and to advise all States to impose a blanket ban on publication of advertisements of liquor by print media including in the posters, leaflets, hoardings and by the audio-visual advertisements *i.e.,* the electronic media including films, in the interest of the nation as a whole. As indicated by PCI, the subject matter falls within the jurisdiction of State Governments and accordingly, PCI's advice has been circulated to all the state Governments/Union Terrritories for taking necessary action.

The stand of the Central Government is reflected in the policy followed by Central Government Organizations. It has been the policy of the Central Government not to interfere with the working of the Print Media, and to facilitate its self-regulation through PCI.

(b) and (c) Action in case of violation of any of the provision of the Cable Television Networks (Regulation) Act, 1995 is to be taken by the authorized officiers *i.e.,* District Magistrate/Sub Divisional Magistrate and Commissioner of Police and such other officers as may be notified by the Central/State Government in this regard, under the said Act. Central Government, under Section 20 of the Act, has the power to notify such channels/programmes for purposes

of regulating or prohibiting its transmission by cable operators if advertisements telecast on such channel are not in conformity with the Programme and Advertisement Code prescribed under the Cable Television Networks Rules, 1994.

**Video Piracy in Film Industry**

*220. DR. DASARI NARAYANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware that State Governments are not serious in containing the video piracy which is not only killing the film industry but also denying the States, the Entertainment tax, as was evident in Haryana and other States recently; and

(b) if so, the remedial measures Government propose to take for saving the film industry from video piracy?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Video Piracy is dealt with under the provisions of the Copyright Act 1957. The responsibility for enforcing the Act rests with the police authorities of the State Governments/Union Territory administrations. Copyright enforcement cells have been set up in most of the States/Union Territory administrations headed by a senior police officer to deal with such matters. The Committee for Development of the Entertainment Sector, set up as a result of the deliberations of the 24th State Information Ministers' Conference, has also recommended formulation of appropriate training modules for police officers to train them for anti piracy work.

To create an anti-piracy mind-set, this Ministry has recently brought together representatives of the film producers, multi service operators and cable operators who have jointly resolved not to exhibit films without a valid licence from the copyright holders.